

ABSTRACT

An end user is directed to a network location using information corresponding to a provider associated with the end user. A database including records associated with a different machine-readable code is provided. One or more of the records includes a number of different network addresses associated therewith, each network address being associated with a different provider. Scans of machine-readable codes are received at a network site. In response to the scan information, records associated with the machine-readable codes scanned by the user are retrieved from the database. At least one network address for each of the retrieved records is selected based on criteria specified by the provider, an express need of the user or property information of a session of the end-user on the network. At least one selected network address is transmitted from the network site to the end-user